



COMPANY: EasyRx
PRODUCT: EasyRx Practice
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Which specific features differentiate your product within the practice management software field?

EasyRx is the first universal lab prescription, digital workflow and 3D software available. Similar to using practice management software to manage patient care, practices can use EasyRx to handle lab prescriptions and submit, track and manage all cases sent to commercial and in-house labs. EasyRx also integrates with practice management software, intraoral scanners and 3D printers to simplify digital workflow.

In terms of cost/value, where does your company sit among competitors?

EasyRx does not have a direct competitor. Practices not using EasyRx use web portals offered by their labs, along with manual systems to track lab cases in Google Sheets or Excel, and possibly task managers like Asana or Master Tasks, to oversee prescription workflows. EasyRx, starting at \$69 a month, offers exceptional value for a product that includes a comprehensive list of features.

Where is practice management software going over the next 10 years, and how are you positioned to lead the way?

With the trend toward browser-based solutions and increased demand for deep integrations with other software solutions, EasyRx is poised to lead the way with a 100% browser-based platform and an open architecture that supports the development of custom integrations and workflows. This combination positions EasyRx as a solution for practice management, delivering both ease of use and heightened flexibility.

Switching practice management software is difficult. How does your company make it easy from a cost and efficiency standpoint?

Because EasyRx does not have a direct competitor, data migrations are unnecessary during implementation, saving practices a substantial amount of time and money. Additionally, EasyRx's integrations with other software solutions eliminate the need for costly and time-consuming custom development.